

Visual Merchandising Standards Manual

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Chapter 7—Children's: Baby

Overview

Baby Layette, Newborn/Infant Playwear, and Baby Furniture

The baby section of the Children's department is broken into two areas:

- 1 Baby Layette and Baby Furniture, which consists of the following:
 - ▶ Infant basics; for example, packaged layette, bedding, toys, and boxed gift sets
 - ▶ Hanging layette; for example, Carter's and Baby Curfew collections)
 - ▶ Baby furniture
- 2 Newborn/Infant Playwear; for example, sets, Carter's, and Baby Curfew collections, which consists of the following:
 - ▶ Newborn (0-9 months)
 - ▶ Infant (12-24 months)

General Merchandising

- The color flow is as follows:
 - ▶ Light to dark
 - ▶ Within a color tone of a style/fabrication, solids and prints may be mixed.

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Overview (cont'd)

General Merchandising (cont'd)

- Sizing is managed as follows:
 - ▶ Hangrail: small to large, left to right.
 - ▶ Faceouts: small to large, front to back.
 - ▶ Four-ways: small to large, front to back.
 - ▶ Carter's grid fixtures — quarter rounds: small to large, left to right.
 - ▶ Size tabs on all hangers.
- Clearance is handled as follows:
 - ▶ Size with size rings, left to right, starting with the smallest size.
 - Within each size, merchandise top hangers forward and bottom hangers to the back of the size run.
 - Organize by silhouette and length, left to right, short to long.
 - ▶ When there are more than two clearance fixtures, separate clearance garments by gender.
 - ▶ When there are three or more clearance fixtures, at least one should be a price point.

Merchandising Standards

Baby Layette

- ❑ Merchandise infant basics on a gondola (T-frame) as follows:
 - ▶ Set to the planogram.
 - ▶ Ensure that UPLs are in place on all RMS product.
 - ▶ Use rubber stoppers to keep merchandise forward on pegs.
 - ▶ When filling basics, fill from the back forward (stock rotation), placing new merchandise to the back.
 - ▶ Use front endcap or basic runs for new basic fashion merchandise or seasonal buys.
- ❑ Layette Collections; for example, Curfew or Carter's — hanging as follows (separate from other brands):
 - ▶ Separate by collections; for example, Starters, John Lennon, Joy, and Duckies.
 - ▶ Within each collection, colorize by gender: girl, boy, and unisex.
 - ▶ Key items within a collection may be featured on a separate fixture. Follow the buyer's guideline in the seasonal bulletin.
 - ▶ Within each gender, group by silhouette, then style.
 - ▶ Colorize within each style, mixing solids with prints within a color tone.
 - ▶ Size within each color.
- ❑ Fashion Layette — hanging as follows (includes sleep-n-play):
 - ▶ Separate by silhouette; for example, non-footed, footed sleepers, heavyweight sleepers/prams.
 - ▶ Stylize, keeping like styles together.
 - ▶ Colorize light to dark within each style.
 - ▶ Size within each color.
- ❑ Sleepwear — hanging as follows:
 - ▶ Combine Carter's and fashion sleepwear.
 - ▶ Stylize.
 - ▶ Colorize within each style.
 - ▶ Size within each color.

Merchandising Standards (cont'd)

Newborn/Infant

Newborn and infant size ranges are merchandised together as follows.

- Curfew or Carter's Playwear (separate from other brands):
 - ▶ Separate by collection.
 - ▶ Within each collection, colorize by gender: girl, boy, and unisex.
 - ▶ Within each gender, group by silhouette then style.
 - ▶ Colorize within each style, mixing solids and prints within a color tone.
 - ▶ Size within each color.
- Sets:
 - ▶ Merchandise newborn and infant size ranges together.
 - ▶ Separate sets by gender — girls' from boys'.
 - ▶ Within each gender, separate by fabrication; for example, separate denim from knit.
 - ▶ Separate by style and color within each fabrication.
 - ▶ When sets are double hung, merchandise girls' sets over boys'.

Hanging Standards

Newborn/Infant Sportswear

- ☐ Place size tabs on newborn and infant hangers.
- ☐ Fashion Layette, Sleep 'n Play, and Sleepwear:
 - ▶ Carter's: leave all products on the vendor hanger.
 - ▶ Baby Curfew: use a white 10-inch dress hanger and a white eight-inch bottom hanger.
- ☐ Newborn Sets:
 - ▶ Use a 10-inch white dress hanger and an eight-inch white pant hanger.
 - ▶ Hang bottoms open as follows:
 - Attach the top hanger to the bottom hanger with a plastic coordinate clip.
 - Hang the bottom hanger to the outside back of the top.
- ☐ Infant Sets:
 - ▶ Use a 10-inch white dress hanger and an eight-inch white pant hanger.
 - ▶ Hang bottoms open as follows:
 - Attach the top hanger to the bottom hanger with a plastic coordinate clip.
 - Hang the bottom hanger to the outside back of the top.
- ☐ Infant tops use a 10-inch white dress hanger.
- ☐ Infant dresses use a 10-inch white dress hanger.
- ☐ Swimwear items use an eight-inch white pant hanger.
- ☐ Outerwear items use a 12-inch white dress hanger.
- ☐ Sweaters use a 10-inch white dress hanger.

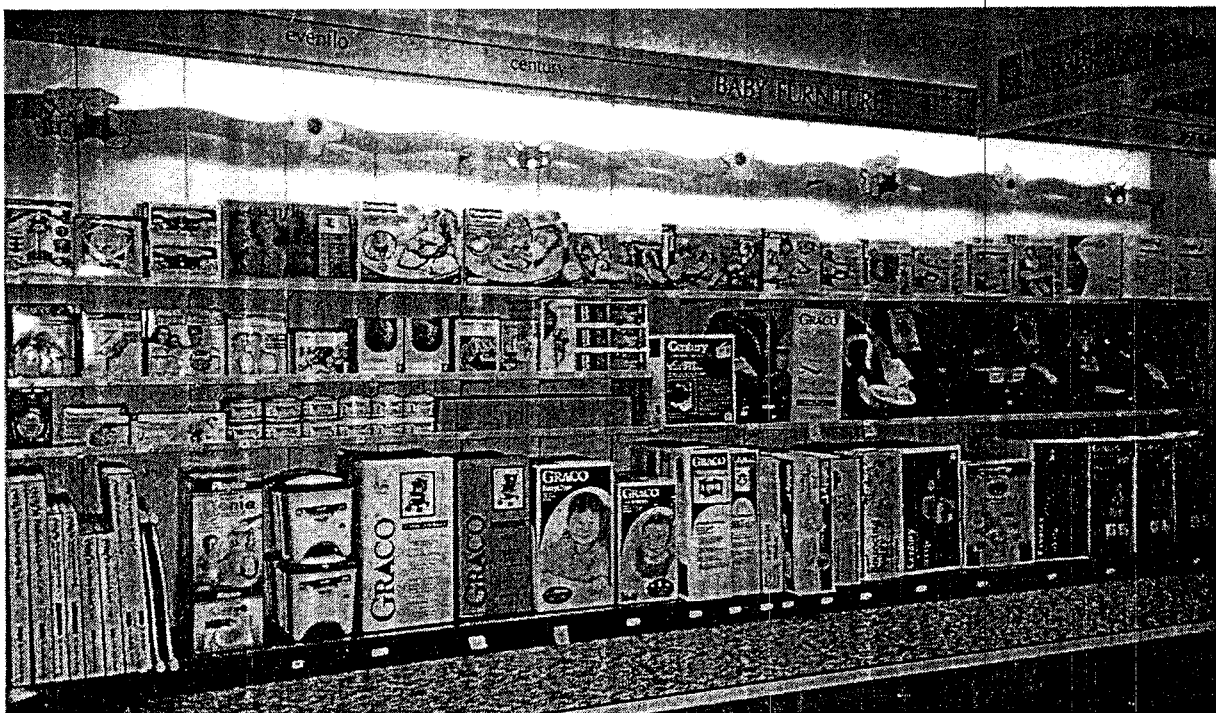
Baby Furniture

Merchandising Standards

- ☐ Set to the planogram.
- ☐ Build display models.
- ☐ Ensure that all displays are EAS tagged.
- ☐ Remove warehouse pick labels from boxes.

Wall Line

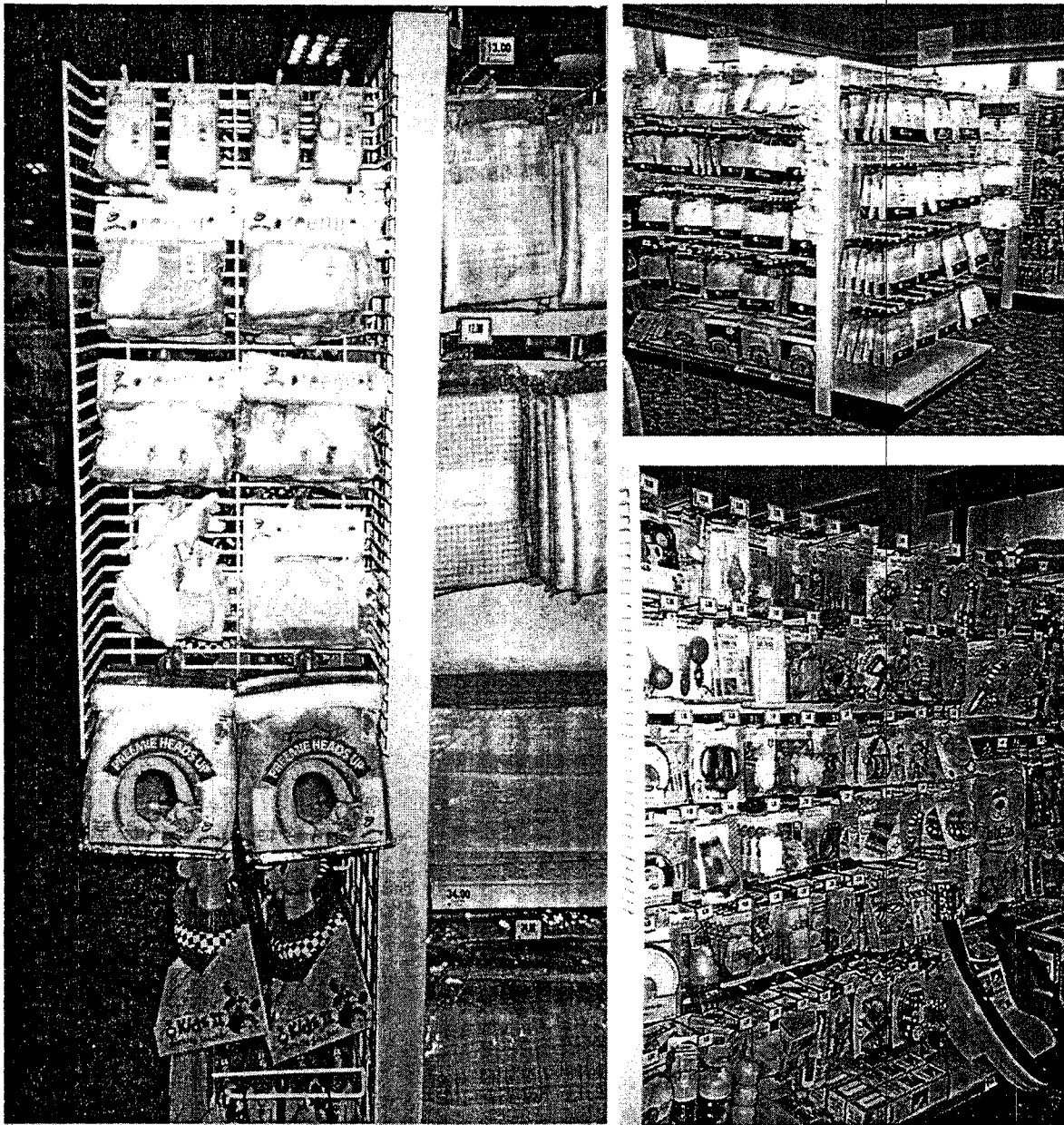
- ☐ Place shelves lip down, with the exception of car seats.
- ☐ Using wood screws, secure shelves to the brackets for security and stability.
- ☐ On a carpeted deck, place UPLs on the plastic banding, with the left-hand corner of the product directly above.
- ☐ Place point-of-sale (POS) information on both sides of the gates with UPLs/prices attached to the POS.



Fixture Standards

Basic Gondola

- ☐ Set to the planogram.
- ☐ Ensure that UPL and back tags are in place at all times.
- ☐ Wing Display: eight-foot layout — each gondola has two wings: one on the back right side and one on the front left side.



Carter's "Joy" Fixture

- ☐ Accessory fixtures:
 - ▶ slat eight-inch white faceouts
 - ▶ slat six-inch white pegs
- ☐ "Joy" fixture (Just One Year):
 - ▶ Use this fixture for Joy merchandise only. The hang tag on the product says "Just One Year."
 - ▶ Merchandise the product by color story.
 - ▶ Merchandise Joy plush on this fixture.



Visual Merchandising Standards

Four-way

- ☐ Accessory fixture: add-on arm.
- ☐ A four-way may be used for one item or for a combination of tops and bottoms.
- ☐ Place all arms at the same height.
- ☐ Use add-on arms to hold the greatest quantity of merchandise.
- ☐ Use one hanger style per arm.

